



COMMUNITY PROFILE

COMMUNITY CHARACTER

The Upper Westside is one of the most unique areas in the City of Atlanta. It encompasses galleries and studios, niche retail, restaurants, industry, educational and corporate institutions, offices, and historic buildings, as well as traditional and loft housing. Deindustrialization and disinvestment triggered a long period of physical decline in the Upper Westside. Now the emergence of so many diverse uses has dramatically transformed the area. The Upper Westside is at once a reflection of Atlanta's past when industry, houses, railroads, and street-oriented retail all clustered in one area; and a glimpse into Atlanta's future typified by the adaptive re-use of buildings for housing and arts space, new technology and research activities, and a healthy industrial base.

The blend of long-time residents, businesses and workers, grass-roots artists, students, creative professionals, as well as shoppers and new residents seeking a true urban environment creates the quirky, fresh, innovative character of the area. The intent of the Upper Westside is to express this distinctive community identity and to ensure that future investments reinforce the dynamic, eclectic qualities that are the hallmark of the area.

URBAN DESIGN

The Upper Westside's physical form is rooted in Atlanta's origins as a rail and distribution center. The spine of the study area, Marietta Street, follows the path of the Western and Atlantic Railroad Industrial Corridor and links a series of turn-of-the-century industrial buildings. This area, originally referred to as Bellwood, formed a lively hub of stores, working class residences, and industries all linked by trolley. Urban renewal claimed many of the street-front stores and modest houses within the once thriving Bellwood community.

The physical legacy of its industrial past and earlier decline represents both a challenge and asset for the Upper Westside. As shown on Figure 4, the area has three National Register historic districts:

- ☐ the Howell Station District;
- ☐ the Means Street District; and
- ☐ the Howell Interlocking Historic District

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These districts include many simple, but elegant, industrial forms also shown on Figure 4, such as the:

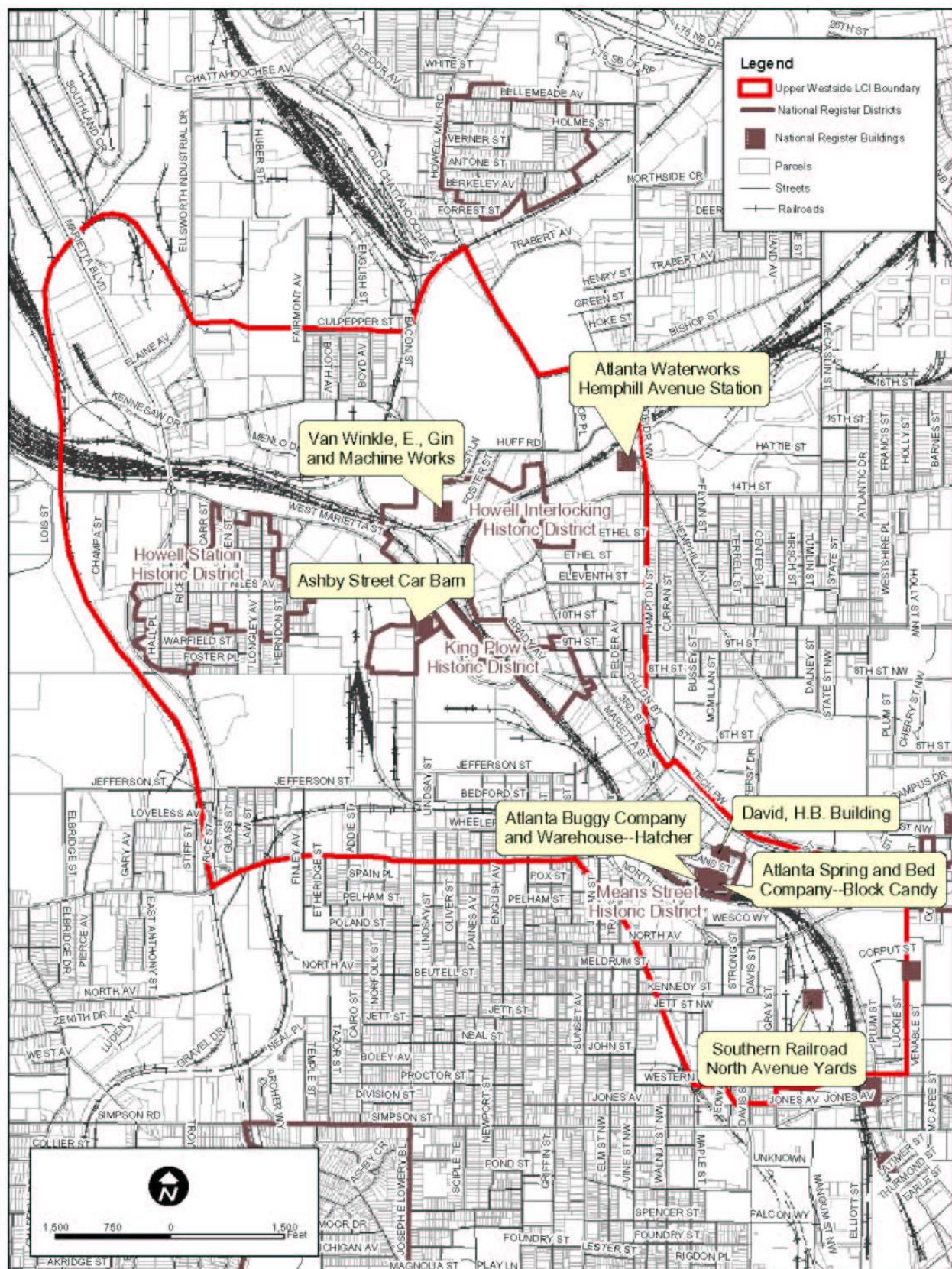
- ☐ Southern Railroad North Avenue Yards
- ☐ Atlanta Spring and Bed Company
- ☐ Atlanta Buggy Company and Warehouse
- ☐ Davis, HB, Building
- ☐ Ashby Street Car Barn
- ☐ King Plow Company
- ☐ Van Winkle Gin and Machine Works
- ☐ Atlanta Waterworks Station

The industrial building stock in the Upper Westside has given rise to a recognizable architectural identity, reinforced by several excellent examples of adaptive re-use, including Puritan Mill and the King Plow Arts Center.



PURITAN MILL – ADAPTIVE REUSE OF INDUSTRIAL BUILDING

FIGURE 4 – HISTORIC DISTRICTS AND SITES



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The industrial past, however, also poses specific design challenges for the Upper Westside. Large and irregularly shaped parcels form super blocks with widely spaced buildings. Current uses often turn away from the public realm, diminishing sense of place. Even with revitalization and reuse, pockets of the study area are left vacant or underused, creating gaps in the urban fabric. Rail corridors—both active and inactive—further sever the study area.

These factors combine to fragment the flow of pedestrian, street-based activity and disorient visitors to the area. The intent of the Upper Westside LCI plan is to preserve the unusual character of the built environment, while establishing the physical links to support human-scale design and convenient access throughout the study area.



RAIL CORRIDOR SEVERS FABRIC OF STUDY AREA



RAIL CORRIDOR UNDERNEATH HOWELL MILL ROAD



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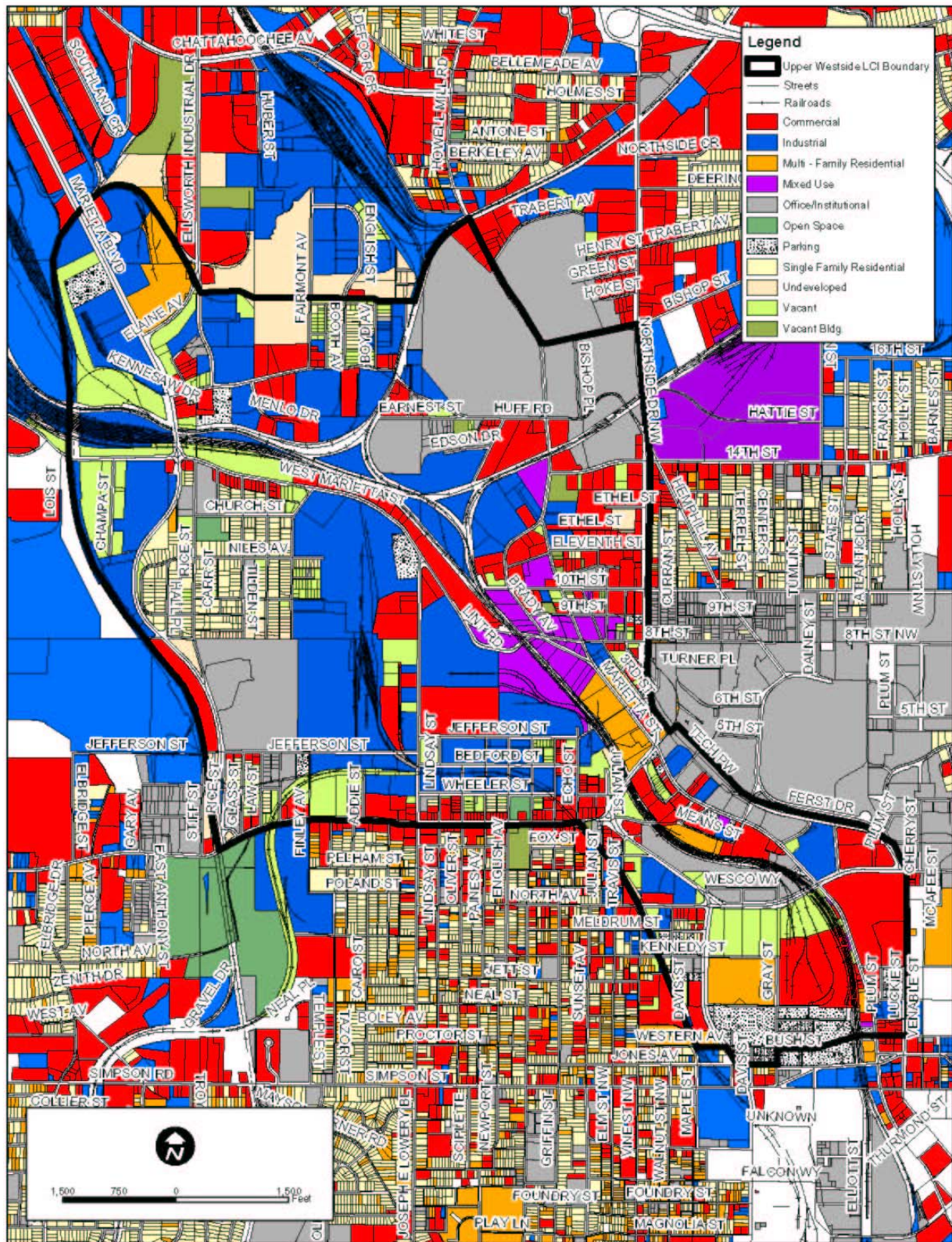
CURRENT LAND USE

Current land uses in the Upper Westside readily reveal the study area's most distinctive feature—it already has a high mix of uses (see Figure 5). Active industrial users, such as Mead, Archer Daniels Midland, Georgia Power, CSX, and Norfolk Southern, anchor the corridors along Lowery Boulevard, West Marietta Street, and Marietta Boulevard. Some of the region's most prominent educational, civic, and corporate entities are either within or adjacent to the Upper Westside, including Georgia Tech, the Coca-Cola headquarters, the Georgia World Congress Center, Atlantic Station, Centennial Olympic Park, and the planned Georgia Aquarium. The area is also home to major institutional users, such as the Fulton County Jail and Atlanta Waterworks.

A variety of smaller scale activities thrive amid these major land uses. The revitalizing Howell Station and Knight Park neighborhood represents the only significant block of single family housing in the study area. Commercial activity concentrates along Northside Drive, North Avenue, and the Huff Road corridor. Newer development, particularly along Marietta Street and Howell Mill Road, reflects an emphasis on mixed use, combining offices, galleries, loft housing, and live-work units. The Huff Road corridor is also a focal point of a blossoming interior design district featuring furniture, antique, fabrics and home décor stores. Non-profit organizations, including the Atlanta Union Mission, the Atlanta Humane Society, the Atlanta Community Food Bank, and the Salvation Army, also exert a strong and vibrant presence in the area. Both Antioch Baptist Church and Mount Ephraim Baptist Church play major roles in their communities as well.

Though the Upper Westside has many stable or even revitalizing sections, some areas continue to struggle with adjacency to incompatible land uses. The presence of junk yards, marginal industrial users, and vacant lots particularly affect the southern portion of the study area near Donald Lee Hollowell Parkway and Northside Drive, including the English Avenue neighborhood and Herndon Homes. With its low, but growing residential base, the Upper Westside lacks community facilities, common gathering areas, and open spaces. The challenge of this LCI plan is to preserve the study area's diverse land use pattern by placing emphasis on the quality and consistency of development, rather than on the use itself.

FIGURE 5 - CURRENT LAND USE



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COMPREHENSIVE DEVELOPMENT PLAN 15-YEAR LAND USE

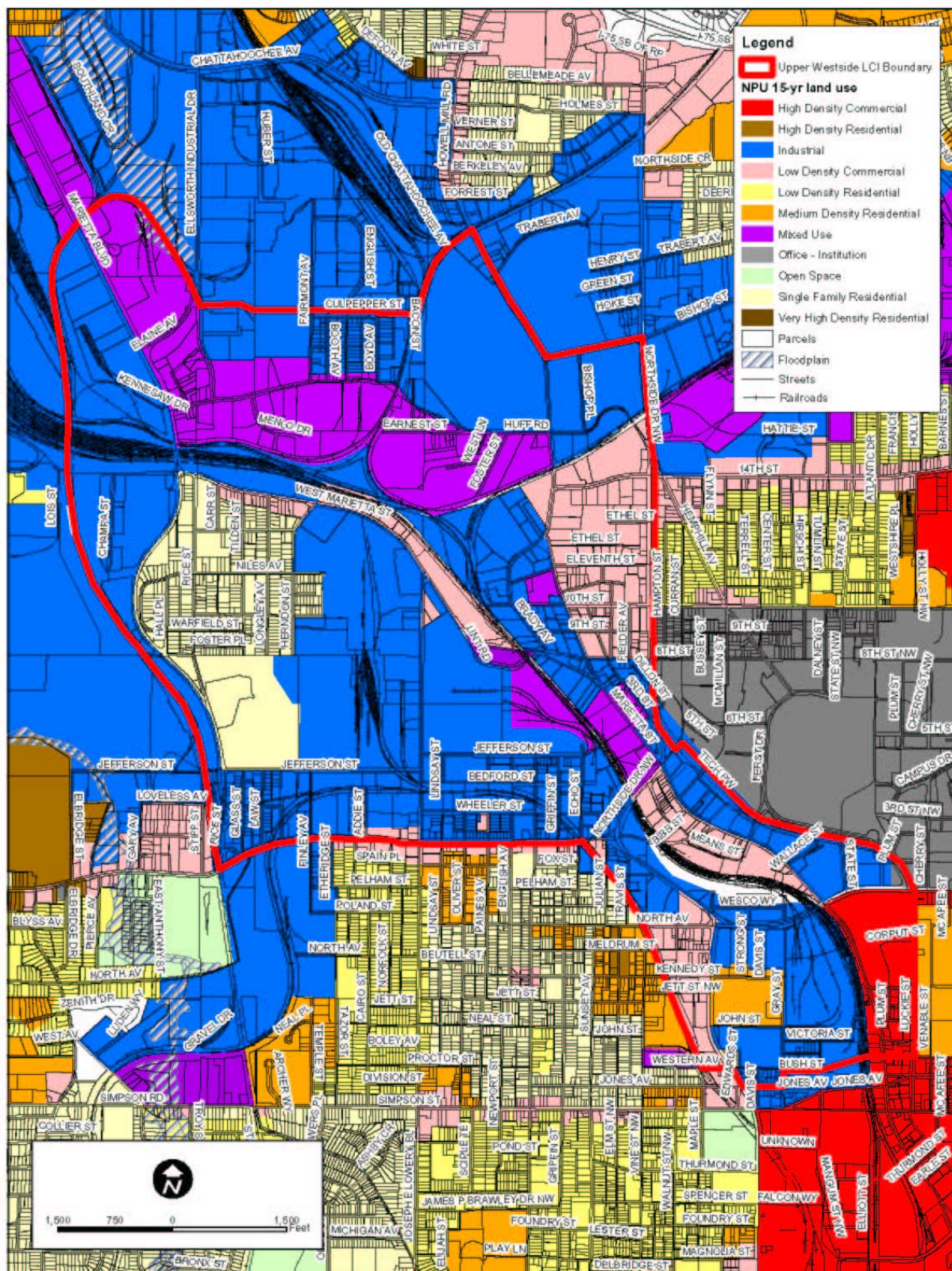
As shown in the 15-Year Comprehensive Development Plan (CDP) Land Use Plan, Figure 6, the City of Atlanta designates a majority of the study area as industrial. The map also identifies major sections of commercial and mixed uses along Marietta Street near Northside Drive and along Huff Road. Other designated areas include single family housing in Howell Station and Knight Park, low density commercial along Northside Drive and areas of Marietta Street, and high density commercial along Marietta Street south of North Avenue.

The Land Use Plan is intended as a guide to the physical growth and development of the City for the next 15 years. Overall, the current CDP Land Use Plan does not fully capture the increasing trend toward mixed use in the study area or the stated desire of the community to embrace a wide variety of residences, work spaces, and entertainment options. The challenge of the LCI will be to maintain and better integrate the essential industrial base that generates jobs and revenue for the area and city as a whole, while protecting and supporting residential and mixed uses.



HISTORIC INDUSTRIAL/INSTITUTIONAL LAND USE:
THE HEMPHILL ATLANTA WATERWORKS FACILITY

FIGURE 6 - COMPREHENSIVE DEVELOPMENT PLAN 15-YEAR LAND USE



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ZONING

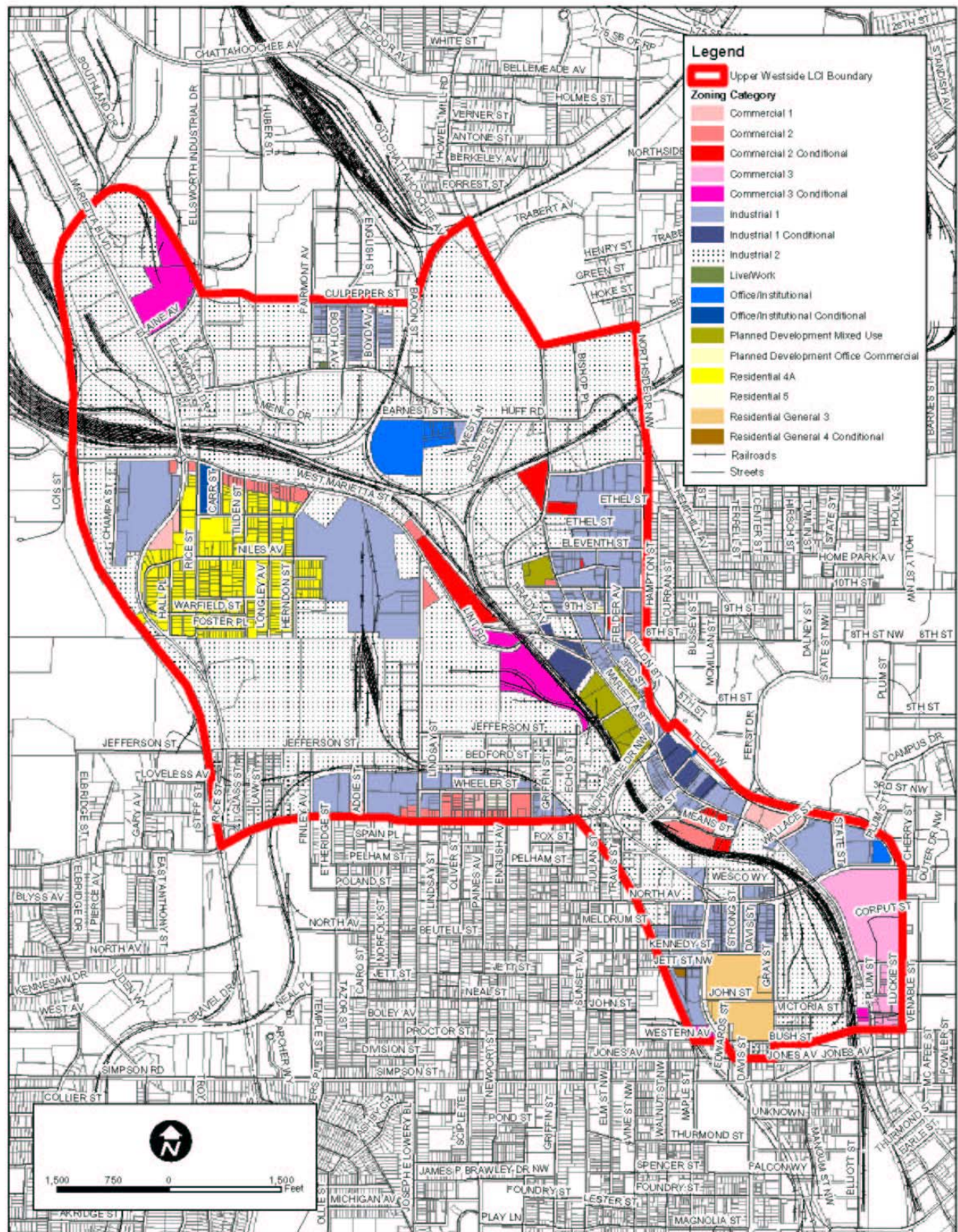
Figure 7 shows the heavy industrial emphasis of current zoning with approximately three-quarters of the study area's parcels zoned for industrial purposes. The map designates areas along Marietta Street, Donald Lee Hollowell Parkway and Marietta Boulevard for commercial purposes and zones in Howell Station and Knight Park for single family residential uses. A few pockets of recent mixed use zoning along Marietta Street indicate a trend toward combining commercial, office and living spaces, but much of the current mixed use activity within the study area takes place under conditional commercial or industrial zoning.

The extensive industrial zoning of the area can accommodate many uses with the exception of residential development. However, stakeholders have expressed concern that the prevalence of such a flexible zoning classification in the area will allow for nuisance uses, such as junk yards or heavy industry that generate external impacts and undermine a compatible mixed use environment of housing, retail, businesses, and office. As with future land use, the zoning challenge of this planning initiative is to accommodate industrial users, minimize conflicts with nearby housing and mixed uses, and maintain the flexibility that has produced such strong and unique growth in the area.



AN EXAMPLE OF THE TYPE OF INDUSTRIAL LAND USE THAT CAN GENERATE INCOMPATIBILITIES WITH NEARBY USES.

FIGURE 7 - CURRENT ZONING



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TRANSPORTATION

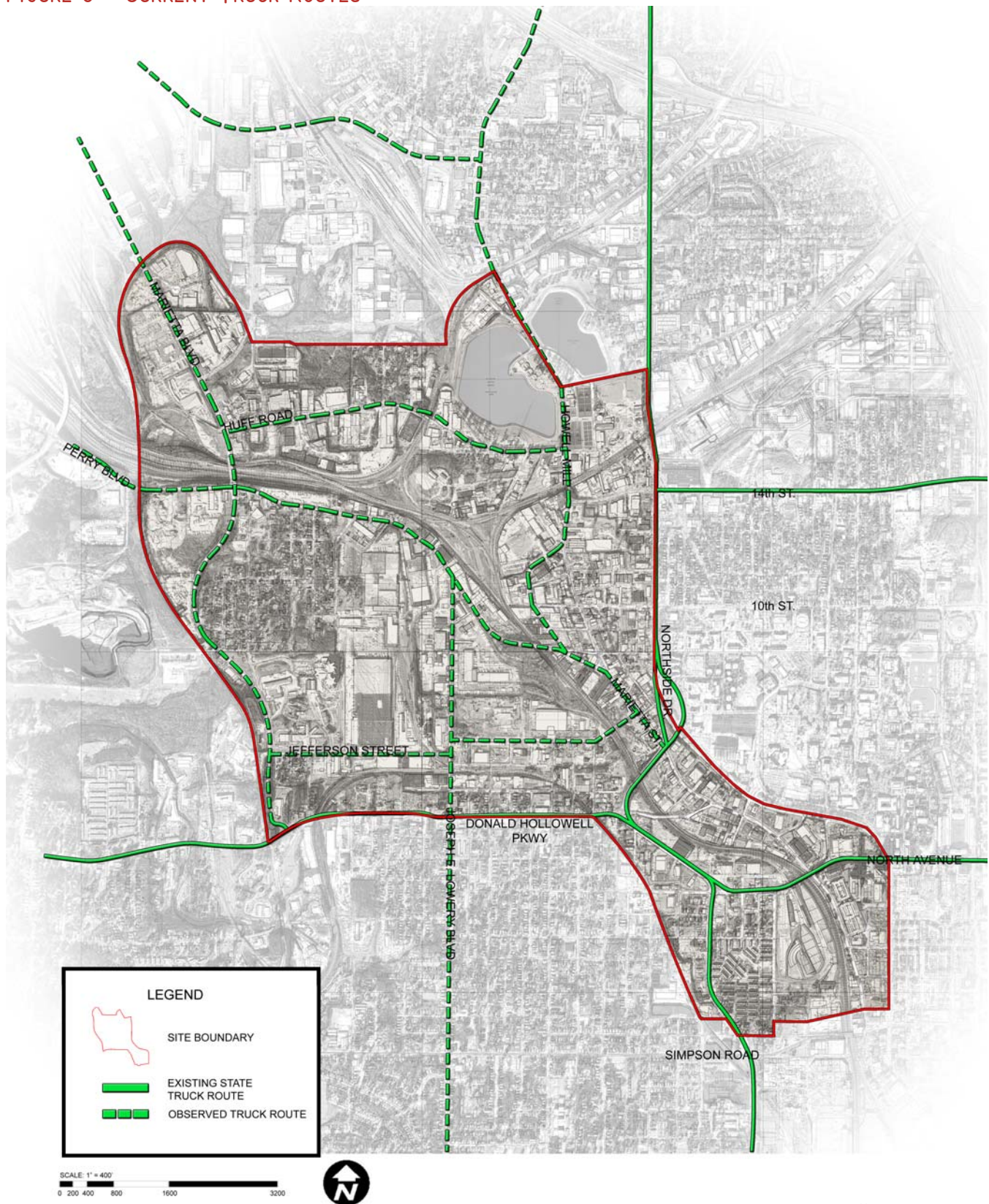
ROADWAY NETWORKS

The existing transportation system within the study area includes a network of primarily two-lane state and local roadways serving residential, business and regional transportation needs. (See **Appendix B - Transportation** for the complete transportation inventory and analysis.) The area has three major north-south transportation corridors – Marietta Street/Marietta Boulevard, Howell Mill Road, and Northside Drive. The major east-west corridors are along Donald Lee Hollowell Parkway and West Marietta Street. These corridors connect to other centers in the City of Atlanta, including Buckhead to the north, the Bolton Road area to the northwest and downtown along the south. Several truck routes exist within the study area and include West Marietta Street, Marietta Boulevard, Joseph Lowry Boulevard, Jefferson Street, Northside Drive, and Donald Lee Hollowell Parkway. Figure 8 – Current Truck Routes illustrates the truck routes within the Upper Westside LCI study area.



HOWELL MILL ROAD IS A MAJOR NORTH-SOUTH CORRIDOR FOR THE STUDY AREA

FIGURE 8 – CURRENT TRUCK ROUTES



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TRAFFIC COUNTS

Traffic counts show a strong upward trend in volumes on study area roads, with an average annual growth rate of 4.31 percent. Data reveal relatively stable traffic volumes in the vicinity of the study area with the exception of the increasingly active corridors of Howell Mill Road and 14th Street.

TABLE I - AVERAGE DAILY TRAFFIC TRENDS IN AADT, 1998-2002

STREET	AVERAGE INCREASE PER YEAR	ANNUAL RATE OF GROWTH
DLH PARKWAY	462	3.17%
MARIETTA BLVD	415	2.86%
MARIETTA STREET	444	3.01%
TECH PARKWAY	409	3.29%
TENTH STREET	313	2.12%
FOURTEENTH STREET	1,245	8.61%
NORTH AVENUE WEST OF TECH PKWY	219	2.07%
NORTH AVENUE EAST OF TECH PKWY	809	3.69%
NORTHSIDE DRIVE	809	3.66%
HOWELL MILL ROAD	149	10.65%
AVERAGE	1,859	4.31%

NOTES: AADT = HISTORIC AVERAGE ANNUAL DAILY TRAFFIC SOURCE: GEORGIA DEPARTMENT OF TRANSPORTATION

ACCIDENTS

Some of the intersections within the Upper Westside are unusually configured with streets converging at acute angles, while heavy truck traffic and overall traffic volumes affect other intersections. These factors combine to compromise the safety and function of key intersections within the study area.

According to 2001 data, the most dangerous intersection in the study area was at Northside Drive and 10th Street, with a total of 42 crashes. Other intersections with safety issues (identified as 20 or more annual accidents) are in order of crash totals: 14th Street and Northside Drive; Northside Drive and Marietta Street, and the intersections of Donald Lee Hollowell Parkway and Joseph Lowery Boulevard, and Marietta Boulevard and West Marietta Street.

The 2002 data indicated the highest number of crashes at the intersection of Northside Drive and 14th Street followed by the intersection of 10th Street and Northside Drive; the intersection of Northside Drive and Marietta Street; and the intersection of Hollowell Parkway and Joseph Lowery Boulevard. (See Figures 5 and 6 in the Appendix B, Transportation)

COMMUNITY PROFILE

ROADWAY CAPACITY

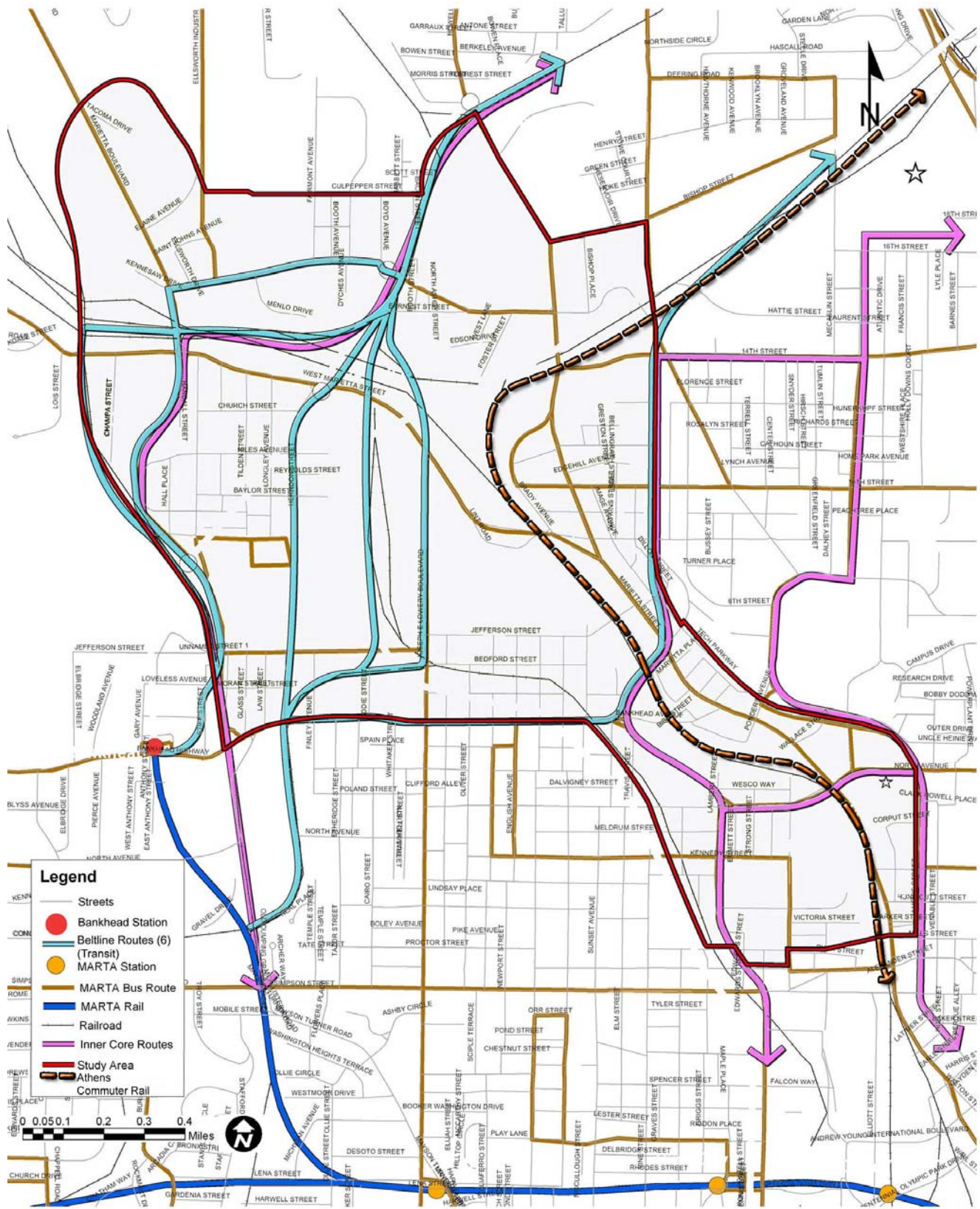
A key element of the roadway design process is the provision of acceptable traffic operations and sufficient capacity for flexible operations. The key performance measures to assess design options consist of traffic level of service (LOS), intersection delay, and the intersection volume-to-capacity ratio. The LOS is a qualitative rating of intersection performance that is related to the average total delay per vehicle. Intersection LOS is considered unacceptable at LOS E, and failure occurs at LOS F. Delay is expressed in seconds per vehicle and provides a measure of driver frustration that could lead to unsafe driving behaviors and traffic violations such as red light running.

Under existing conditions (see Figure 8 in Appendix B, Transportation) roadways within the LCI study area operate at LOS C or better, with a few exceptions. Sections of Donald Lee Hollowell Parkway and Hampton Street/Northside Drive operate at LOS F. Huff Road operates at LOS D, while Howell Mill Road, West Marietta Street, Lowery Boulevard, Marietta Boulevard, and other major roads function at LOS C or better.



AN EXAMPLE OF A DISORIENTING INTERSECTION AT NORTH AVENUE AND NORTHSIDE DRIVE.

FIGURE 9 – TRANSIT SYSTEM AND ROADWAY NETWORK



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TRANSIT SERVICE

As shown on Figure 9 – Transit System and Roadway Network, transit facilities in the area include MARTA bus routes, MARTA rail routes, and proposed BeltLine routes. The Bankhead MARTA station connects into the study area in the southwest corner. MARTA bus lines run along key corridors that include Marietta Boulevard, Jefferson Street, Joseph Lowery Boulevard, Donald Lee Hollowell Parkway, Northside Drive, North Avenue, and Howell Mill Road.

Proposed transit facilities in the study area include the BeltLine, the MARTA C-Loop line, and the Athens Commuter Rail Line. Studies are examining a total of six possible Beltline alignments. As proposed by MARTA, the MARTA C-Loop line could run along several alternative routes in a north-south direction near the study area. Inner Core Study recommendations for the Beltline and the MARTA C-Loop are expected after completion of the Upper Westside LCI study. The Athens Commuter Rail Line is a Phase I priority for the Georgia Rail Passenger Program. Commuter Rail was selected as the locally preferred alternative for transit from Atlanta to Athens in 2001.

PEDESTRIAN FACILITIES

In the southeast corner of the study area, sidewalks exist on both sides of the road along Donald Lee Hollowell Parkway, Northside Drive, and Marietta Street. Sidewalks are in place on both sides of the street along Joseph Lowery Boulevard and along Jefferson Street from Joseph Lowery Boulevard to Law Street. On the west side of the study area there are no sidewalks along most of Marietta Boulevard, Niles Avenue, Church Street, Tilden Street, and Longley Avenue. Rice Street shows evidence of pedestrian movements along worn paths. There are sidewalks on one side of the road along the majority of West Marietta Street.

On the north side of the study area there are no sidewalks along Huff Road, Fairmont Avenue, English Street, and Boyd Avenue. In the northeast portion of the area, sidewalks are on either one side or on both sides of the roads, except on Northside Drive from Tech Parkway to 14th Street and on Howell Mill Road from 8th Street to 10th Street.



EXAMPLE OF A POORLY MAINTAINED SIDEWALK
IN THE STUDY AREA

Worn paths along the roadway indicating evidence of pedestrian movement run on Howell Mill Road from 11th Street to 14th Street and from Bishop Street to Trabert Avenue.

While pedestrian access is generally deficient in many areas of the Upper Westside, the areas with the least pedestrian infrastructure are along Huff Road, Marietta Boulevard and within the Howell Station and Knight Park neighborhood. (see Figure 3 in Appendix B, Transportation)

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OTHER ISSUES

An analysis of current conditions identified drainage issues along four different roadway segments:

- ☐ Northside Drive at railroad overbridge
- ☐ 14th Street at Northside Drive
- ☐ Donald Lee Hollowell Parkway from Marietta Boulevard to Joseph Lowery
- ☐ Joseph Lowery Boulevard from Donald Lee Hollowell Parkway to the railroad crossing

The issues observed in these areas include:

- ☐ Broken curbs and gutters
- ☐ Few catch basins
- ☐ Roadside curbs on the same elevation with pavement, leading to washing of silt onto pavement.

In the northeast corner of the study area, Northside Drive has a steep sag as it passes under a railroad bridge, leading to water stagnation in the area.



HIGH TRUCK VOLUMES ARE PREVALENT THROUGHOUT THE UPPER WESTSIDE



INTERSECTION IN NEED OF IMPROVEMENT

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Field observations on congested areas match existing capacity analysis findings on the different roadways. Figure 10 – Current Transportation Issues identifies congested segments, including Donald Lee Hollowell Parkway on the southwest corner, segments of roadway on Northside Drive and section of Huff Road just east of Marietta Boulevard.

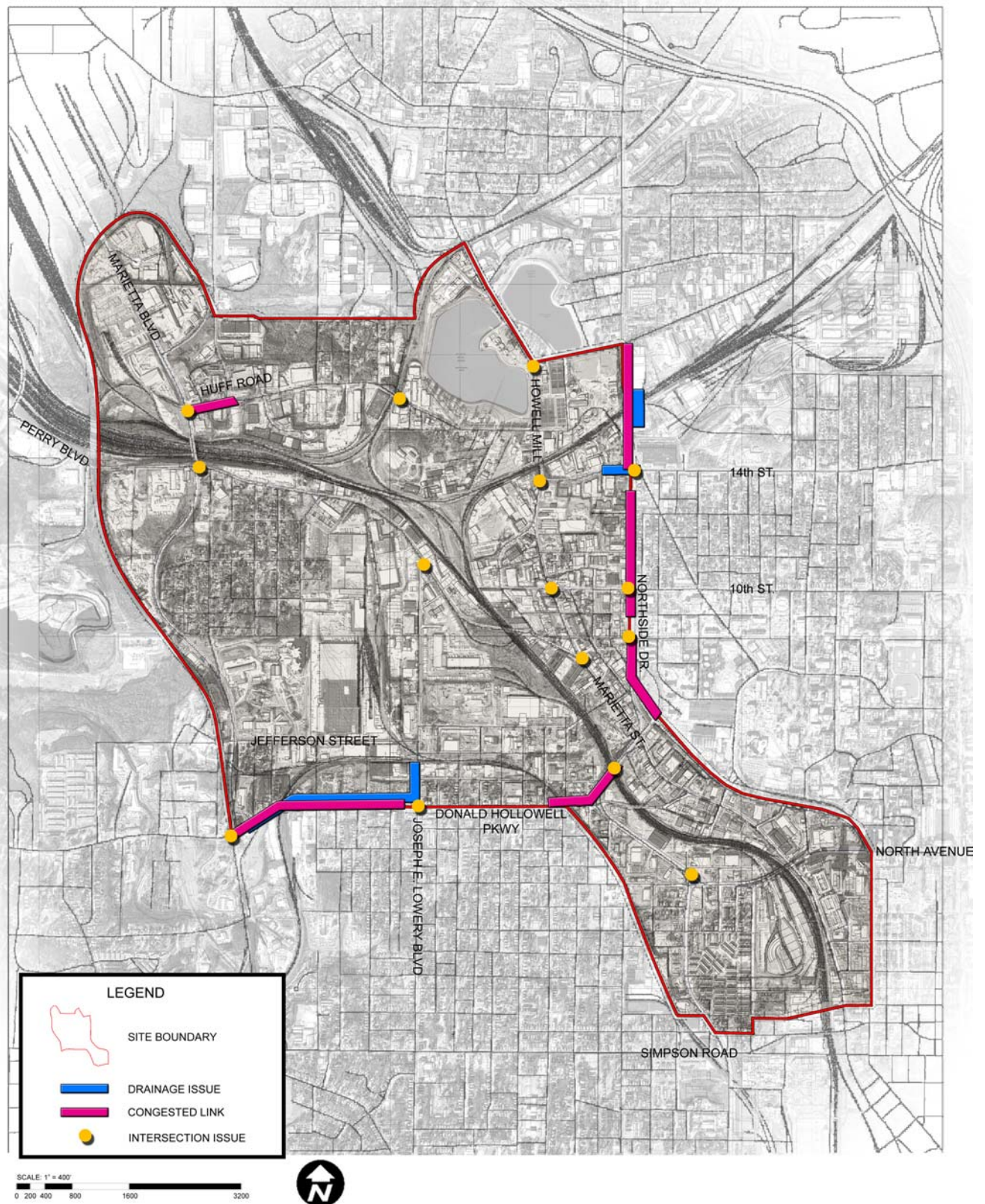
There are a total of 14 intersections within the LCI study area that have been identified to have potential transportation issues. The following intersections were identified on the basis of the absence of ADA-compliant ramps, crosswalks, and pedestrian push buttons, insufficient turning radii for trucks, poor pavement conditions, and poor roadway alignments leading to difficult and/or dangerous vehicle maneuvers:

- ☐ North Avenue at Northside Drive
- ☐ Northside Drive at Marietta Street
- ☐ Northside Drive at 8th Street
- ☐ Marietta Street at Howell Mill Road
- ☐ Joseph Lowery Boulevard at Donald Lee Hollowell Parkway
- ☐ Marietta Boulevard at Donald Lee Hollowell Parkway
- ☐ Marietta Street at Joseph Lowery Boulevard
- ☐ Marietta Boulevard at Marietta Street
- ☐ Huff Road at Marietta Boulevard
- ☐ Howell Mill Road at Bishop Street
- ☐ Northside Drive at 14th Street
- ☐ Northside Drive at 10th Street
- ☐ Howell Mill Road at 10th Street
- ☐ Howell Mill Road at 14th Street



CURRENT NORTHSIDE AND MARIETTA STREET INTERSECTION REQUIRES VEHICULAR AND PEDESTRIAN IMPROVEMENTS

FIGURE 10 – CURRENT TRANSPORTATION ISSUES



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CONCLUSIONS

Existing roadway conditions are generally acceptable within the study area. Future level of service must be analyzed to develop effective transportation improvements. Current transit includes MARTA local bus service, but the presence of major employers in and around the study area combined with the increasing residential base suggests that the Upper Westside will be a strong anchor for additional transit opportunities. Changes in future land use patterns must also be carefully analyzed to assess their impact on transportation capacity and mobility choices in the area.



NORTH AVENUE AND NORTHSIDE DRIVE INTERSECTION NEEDS
VEHICULAR AND PEDESTRIAN IMPROVEMENTS

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MARKET ANALYSIS AND DEMOGRAPHICS

INTRODUCTION

Table 2 shows a summary of key demographic and market variables for the Upper Westside study area. Overall, the study area population tends to be younger and less affluent, and to have smaller households than residents of the broader city and metropolitan area. The unusually high percentage of residents in group quarters reflects the presence of Georgia Tech students and a correctional facility within the study area. Market analysis indicates that the Upper Westside is relatively jobs-rich, but has a low residential base that is now beginning to grow.

TABLE 2 – DEMOGRAPHIC AND MARKET SUMMARY, 2000

POPULATION	4,992
PROPORTION IN GROUP QUARTERS	63%
HOUSEHOLDS	837
AVERAGE HOUSEHOLD SIZE	2.22
MEDIAN AGE	31.7
MEDIAN HOUSEHOLD INCOME	\$15,926
RACE	
PERCENT WHITE	15%
PERCENT AFRICAN-AMERICAN	82%
OTHER	3%
ESTIMATED BUSINESSES	471
ESTIMATED NUMBER OF WORKERS	6,733

SOURCE: ESRI BIS

DEMOGRAPHIC PROFILE

The following demographic profile more closely analyzes data for three areas—the Upper Westside study area and two broader market areas: the Intown Market Area and the Regional Market Area as shown Figure 11. The nearby Intown Market Area encompasses a six-minute drive from the intersection of Howell Mill Road and Marietta Street. The Regional Market Area takes in an area that is a 20-minute drive from the intersection. These market areas, which reflect drive time estimates, geographic and man-made boundaries, and the location of competitive shopping centers, are the source of potential customers and new residents for the study area.

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POPULATION AND HOUSEHOLD GROWTH

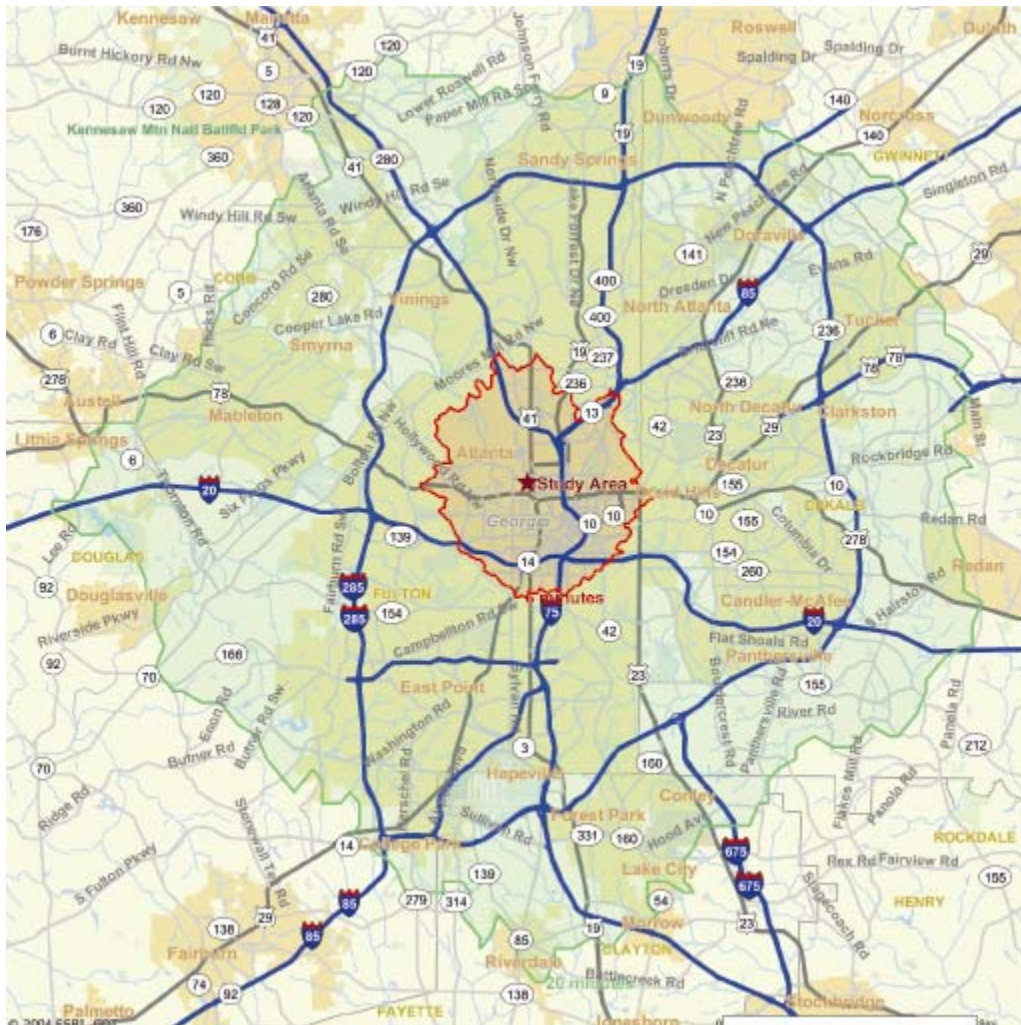
The 2000 population of the study area was 4,992 people, down from 5,056 in 1990. However, recent and ongoing development activity is reversing this trend. Since 2000, the study area has added 704 apartment units; a 1,200-bed private student housing development is underway; and 306 more townhouse and condominium units will soon be under construction. Assuming a household size of only two persons per unit, recent and current large-scale residential projects will expand the study area population by at least 3,220 persons – a 65 percent increase in four years. Infill development will likely add to this number.

The 2004 Intown Market Area population is estimated at 157,106 and the Regional Market Area is estimated at 1,424,666. Since 1990, average annual population growth within the Intown Market Area (1.23 percent) trailed slightly behind Regional Market Area growth (1.58 percent). Both market areas are expected to continue to grow over the next five years (1.42 percent and 1.70 percent, respectively). Household growth in both areas is expected to outpace population growth during the 2004-2009 period.



ONE OF THE MANY NEW MULTIFAMILY DEVELOPMENTS
BUILT IN THE UPPER WESTSIDE SINCE 2000

FIGURE II – INTOWN AND REGIONAL MARKET AREAS





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AGE DISTRIBUTION

The “close-in” population (i.e., City of Atlanta, Intown and Regional Market Areas) is slightly younger than the Atlanta MSA and state populations. The estimated median age of the Intown Market Area is 31.4 years, 32.6 years within the Regional Market Area and 33.1 years citywide. MSA and state residents are slightly older: 33.8 years and 34.2 years, respectively. In 2000, the median age among study area residents was only 31.7 years.

Prime consumer age categories, ages 25 to 64, make up 54 percent to 57 percent of the Intown and Regional Market Area, city, MSA and state populations. There is also little variation in the share of residents age 65 years or older among the five geographic areas, ranging from 8 percent to 10 percent.

HOUSEHOLD INCOME DISTRIBUTION

On the whole, Intown and Regional Market Area residents are less affluent than Atlanta MSA households but more in line with households nationwide. Estimated 2004 median household income ranges from \$41,211 in the Intown Market Area to \$51,275 in the Regional Market Area, compared to \$61,142 for the MSA as a whole. Nationwide, the 2004 estimated household median income is \$48,124. The median income of study area households was only \$15,926 in 2000; this has almost certainly increased with new housing development in the area. Despite below average median incomes within the “close-in” area, there are clearly nearby pockets of wealth. For instance, 8 percent of City of Atlanta and 6 percent of Intown Market Area households have incomes of \$200,000 or more, compared to 5 percent among MSA households.

EMPLOYMENT TRENDS

Within the study area, there are an estimated 471 businesses that employ 6,733 workers (See **Appendix C – Market and Demographic Analysis** for more detail). A large share of study area jobs (39 percent) concentrate in the services sector, followed by the wholesale trade (15 percent), retail trade (14 percent), and government sectors. The ratio of employees (“daytime population”) to residents (“nighttime population”) is 1.36, indicating a stronger commercial rather than residential base.

Within a one-mile radius of the study area, wholesale trade accounts for 45 percent of jobs, while the services sector generates only 18 percent of jobs. Service jobs account for the largest share of total employment within the two- and three-mile areas (48 percent and 43 percent respectively), with business, legal and engineering, account research, and management service jobs accounting for the largest share of employment within the services sector. Government and retail trade sectors also account for a significant share of total employment within the two- and three-mile areas. The high number of employees within a one-, two- and three-mile area speaks well for future redevelopment activity in the study area as nearby employees are a valuable market for new retail and housing development. More than 15,000 people work within one-mile of the study area; more than 145,000 people work within two-miles; and almost 236,000 work within three miles of the study area.



COMMUNITY PROFILE

RETAIL OVERVIEW

Customers from the nearby Intown Market Area will seek out specialty shopping, entertainment, and convenience related goods and services within the study area. The much bigger Regional Market Area produces the majority of “destination” shoppers and residents of newly developed housing in the study area. (See **Appendix C – Market and Demographic Analysis** for the complete real estate market and economic analysis.)

Planned Retail: Atlantic Station is one of the most significant retail projects in the Atlanta area slated for delivery in 2005 and is an example of the growing interest in mixed-use retail formats. Less than one-mile from the study area, Atlantic Station is a 138-acre environmentally sensitive redevelopment project that essentially acts as a gateway to the Upper Westside. Once completed, the project will offer 12 million square feet of office, retail, restaurant, and hotel space. Phase I is expected to be complete in the summer of 2005 and will entail 800,000 square feet of retail, to be followed by a planned additional 900,000 square feet of space (a total of 1.7 million square feet). Retail anchors at Atlantic Station will include a 366,000 square foot IKEA, a Dillards, a Publix, and a wide variety of national retailers.

Phase One of M West, a 186-unit loft-townhouse development in the northwestern quadrant of the study area, will include 10,500 square feet of retail space in two buildings along Marietta Boulevard. BrockBuilt—a major residential developer in the area—is planning to develop 30,000 square feet of retail at the intersection of Bolton and Marietta.

Several built or ongoing mixed use projects will also add small retail components to the study area. 1016 Lofts (formerly Alta West), a 265 unit mixed use apartment complex on Howell Mill Road built in 2002, includes 10,000 square foot of retail and 11 live-work units. The M-Street apartment complex on Marietta Street will place housing units above 8,500 square feet of retail. The Northside Village apartments include 8,250 square feet of ground floor retail space. The Midtown West “Brickworks” building plans a retail section at 27,000 square feet.

COMMUNITY PROFILE

Convenience Retail: The Upper Westside study area has no major convenience shopping centers, but there are two grocery-anchored shopping centers just north of the study area on Howell Mill Road: Howell Mill Square and Howell Mill Village. Small centers or freestanding businesses throughout the study area augment convenience shopping. In addition, plans call for a Wal-mart Supercenter just north of the study area, a Publix center in Atlantic Station and a new Kroger center at the southern tip of the study area on Northside Drive. Mixed use developments will also likely continue to add ground-floor retail components to the Upper Westside market.

Destination Retail: The Upper Westside is becoming a home furnishing/decorating center, drawing shoppers from throughout the metropolitan area. The large industrial buildings available in the study area are highly suitable for furniture showrooms, discount warehouses and quasi-retail users that seek out flexible spaces to combine retail with warehousing and display space. Typically, these users are looking for spaces between 2,000 and 5,000 square feet.

Several popular restaurants are located in the Howell Mill Road/Huff Road area, including Bacchanalia and Taqueria del Sol. These restaurants often serve the destination shopping clientele.



ONE OF THE DESTINATION RETAIL DEVELOPMENTS IN THE UPPER WESTSIDE

COMMUNITY PROFILE

OFFICE-INDUSTRIAL MARKET OVERVIEW

The Upper Westside study area is centered within the much larger Chattahoochee Industrial district, which has historically acted as a warehouse/distribution and light-manufacturing center for companies, serving downtown businesses and the convention industry. Service companies that have traditionally provided space in the area have been hesitant to lease large warehouse space due to concern over the economy. However, the market for smaller spaces (i.e., 5,000 square feet and less) within the Chattahoochee Industrial District continues to be high. Nearby, the Fulton Industrial district provides an alternative for large-scale warehousing and distribution.

Despite the soft leasing market, the growing popularity of the area is pushing sales prices higher – as much as \$60 per square foot but more typically in the \$20-\$40 square foot range. While there still remains some older industrial buildings offering users relatively low rental rates and purchase prices, the land is becoming too expensive to allow for profitable warehouse/distribution development. Clearly, developers, businesses and investors are increasingly recognizing the appeal of the Upper Westside (e.g., accessibility, competitive pricing, new developments, etc.).

Market factors contribute to the conversion of much of the space along the major roads—Ellsworth Industrial Boulevard, Chattahoochee Avenue, Howell Mill Road and Huff Road—to higher land uses, particularly retail (e.g., home furnishings/accessories, luggage, apparel) and service/retail. Existing warehouse/distribution uses on back roads may continue their current uses, at least in the near term. Several large-scale industrial users, such as MeadWestvaco, CSX, Norfolk Southern, and Georgia Power will continue operations in the study area.



HANDS ON ATLANTA IS ONE OF THE TENANTS
IN UPPER WESTSIDE OFFICE SPACE

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RESIDENTIAL PROFILE (INTOWN MARKET AREA)

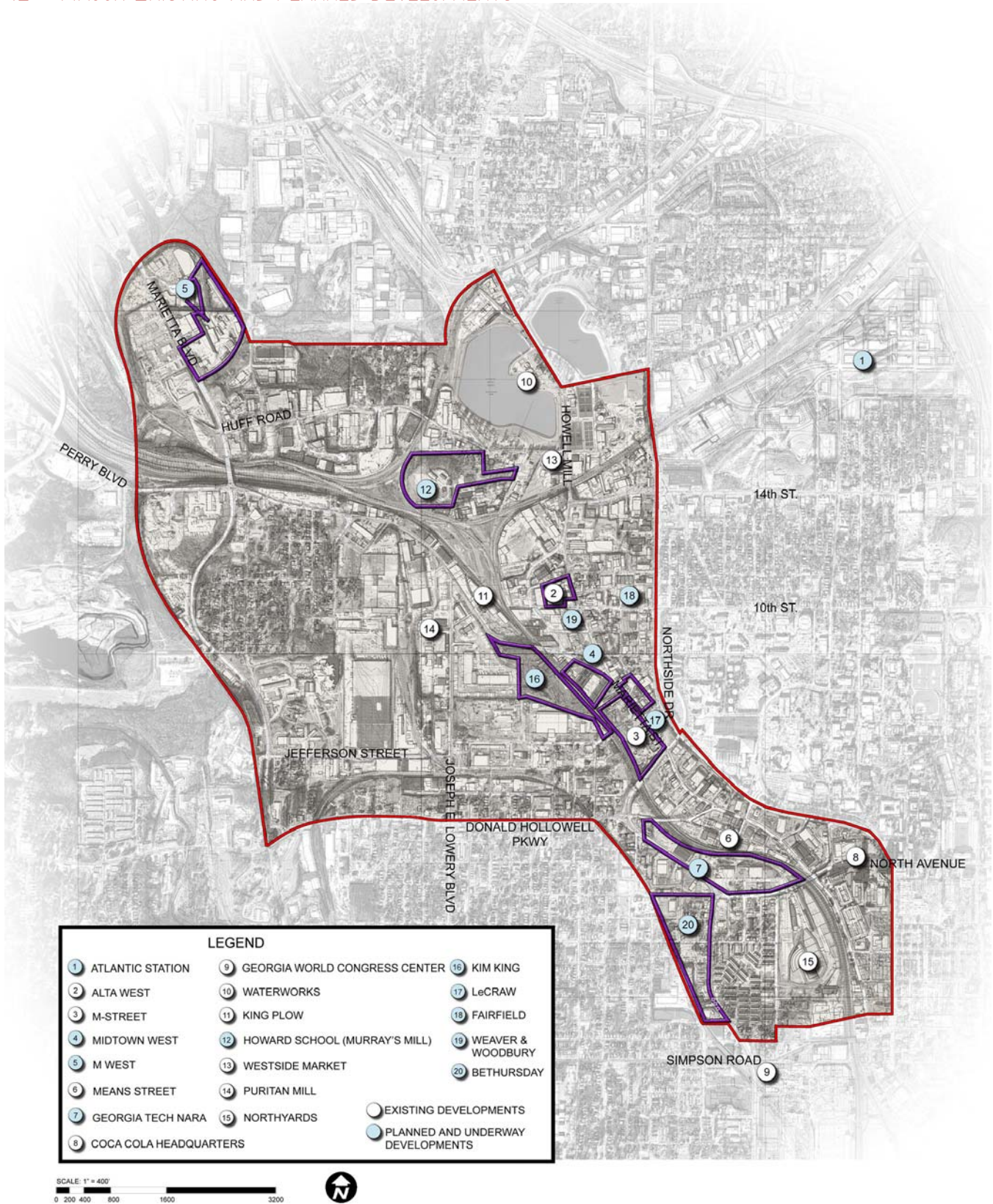
In an effort to enhance the housing profile of the Intown Market Area (i.e., the six-minute drive area), selected Census 2000 housing data for the study area, the Intown Market Area and the City of Atlanta are provided as follows:

- As of 2000, occupied housing units in the Intown Market Area are almost evenly divided among ownership and rental. In 2000, only 23 percent of occupied housing units in the study area were owner occupied.
- The estimated median value of specified owner occupied units in the Intown Market Area is \$237,600, below \$291,050 citywide. While the average home value of selected housing units in the study area in 2000 was \$133,929, new housing is generally priced from the high \$100,000s to the low \$200,000's.
- In 2000, median contract rent (i.e., the amount of rent agreed to or contracted for, regardless of additional services and utilities) ranged from as low as \$288 in the study area to \$518 in the City of Atlanta to \$633 in the Intown Market Area.
- Only one-half of occupied units in the Intown Market Area (53 percent) and the City of Atlanta (49 percent) are single family units, far below 71 percent throughout the MSA. With a high proportion of renters (77 percent) in the study area in 2000, it is not surprising that in 2000 only 36 percent of occupied units were single family attached or detached units. Developments such as M West, however, are boosting the supply of single family units in the study area.
- Prior to 2000 and the surge in redevelopment activity, the study area's limited supply of residential units was generally older, with a median year built of 1957. City and Intown Market Area units are on average newer: 1962 and 1971, respectively.
- The success of the Metropolis and other intown condominium projects is fueling development activity in the study area and elsewhere. Several large-scale condominium projects within and close to the Upper Westside study area are currently in the predevelopment or construction phase (see Table 3 – Major Existing and Planned Developments).
- Within the study area, two major rental apartment communities have been developed in the past two years. 1016 Lofts (formerly Alta West) is a 265-unit mid-rise project, which is currently 96 percent occupied. A few blocks to the south, M Street Apartments (308-units) began leasing in March 2004 and is currently 50 percent occupied (average monthly absorption of 26 units).



NEW MULTIFAMILY DEVELOPMENT ALONG THE
NORTHSIDE DRIVE CORRIDOR

FIGURE 12 – MAJOR EXISTING AND PLANNED DEVELOPMENTS



COMMUNITY PROFILE

TABLE 3 – MAJOR EXISTING AND PLANNED DEVELOPMENTS

DEVELOPMENT	USE	SQUARE FEET OFFICE/COMMERCIAL	UNITS	YEAR
1. ATLANTIC STATION	MIXED USE	138 ACRES	2,000	2004+
2. 1016 LOFTS (ALTA WEST)	MULTIFAMILY	10,000	265	2002
3. M-STREET	MULTIFAMILY	8,500	450	2004
4. MIDTOWN WEST	MIXED USE	375,000		2003+
5. M WEST	MULTIFAMILY	10,500	260	2004
6. MEANS STREET	OFFICE	200,000	-	1990+
7. GEORGIA TECH NARA	EDUCATION	120,000	-	2004+
8. COCA COLA	OFFICE	ABOUT 6,000 EMPLOYEES	-	
9. GEORGIA WORLD CONGRESS CENTER	CONVENTION	3,900,000	-	
10. HEMPHILL WATER TREATMENT COMPLEX	UTILITY	+/-100 ACRES	-	1893
11. KING PLOW	LIVE/WORK	65,000	68	1990
12. HOWARD SCHOOL	EDUCATION	15.5 ACRES		2005
13. WESTSIDE MARKET	RETAIL	100,000	-	1999
14. PURITAN MILL	OFFICE	92,000	-	2002
15. NORTHYARDS	OFFICE	250,000	-	2002
16. MARIETTA STUDENT HOUSING	RESIDENTIAL	-	358	2004
17. NORTHSIDE VILLAGE APARTMENTS	MIXED USE	8,250	522	2004+
18. FAIRFIELD	RESIDENTIAL	8,800	346	2005+
19. WEAVERY AND WOODBERRY	RESIDENTIAL	0	76	2005+
20. BETHURSDAY DEVELOPMENT MASTER PLAN	MIXED USE	+/-38 ACRES	-	2004+

NOTE: PROJECTS THAT ARE SHADED ON THE TABLE AND MAP ARE CURRENTLY UNDERWAY.
PROJECTS THAT ARE NOT SHADED ARE ALREADY COMPLETE.

COMMUNITY PROFILE

REDEVELOPMENT PATTERNS

As indicated in the market analysis, the Upper Westside is a varied mix of redevelopment challenges and assets. New infill development, renovated industrial stock, and dilapidated structures often sit side by side. The area also has many parcels that are vacant, underused, or in transition.

This inconsistency reflects the rapid pace of redevelopment and the differences in marketability of real estate within the study area. Some of the strongest pockets of revitalization cluster along Means Street, Marietta Street between King Plow and Northside Drive, and Howell Mill Road south of Huff Road. Northside Drive, Joseph Lowery Boulevard, Howell Station and Knight Park, Ellsworth Industrial, Huff Road, and North Avenue show continuing signs of renewal. The southern sections, particularly along Donald Lee Hollowell Parkway and portions of Northside Drive, lack the economic momentum of other parts of the Upper Westside.



DONALD LEE HOLLOWELL LAGS OTHER PARTS OF THE STUDY AREA IN REDEVELOPMENT



REDEVELOPMENT IS FAST-PACED ALONG THE HUFF ROAD CORRIDOR